

# COHEN'S SALE OF SWEETSER-PEMBROOK STOCK

sounds a word of merit for the store that draws people from all parts of the town.

87 PACKAGES arrived yesterday from the auction and will be placed on sale Monday.

The store and warehouses are filled to their utmost capacity, and prices are depended upon for the sale of all of them quickly. There are more wonders than the store has ever shown in its near a half century service of supplying the Richmond public.

## A City's Ribbon Wants is in This Sweetser-Pembroke Sale.

A Ribbon expert says it is the finest line in the city and at the least prices. Why shouldn't it be, when the savings are from a third to a half.

3 and 3 1/2 inch Fine Quality Taffeta Ribbons, made to sell at 15c and 17c, for 10c a yard.  
3 1/2 inch Moire Taffeta Ribbons, 15c quality, for 12 1/2c a yard.  
4-inch Self Shades Glaze Taffeta Ribbons, all colors and worth 15c, for 12 1/2c a yard.  
10-yard Spools of Ribbons, all colors, for 8c a spool.  
5 inches wide Satin Taffeta Ribbons, worth 25c and 30c, for 15c a yard.  
4-inch 2c Satin and Taffeta Ribbons for 16c a yard.  
4 inches wide All Silk Taffeta Ribbons, all colors, and this ribbon for 12 1/2c a yard.

5 inches wide Satin de Chine Ribbons, in all colors; a good ribbon at 35c—it's 20c a yard.  
4 inches wide All Silk Sash Ribbons, in all colors; special at 10c a yard.  
7 inches wide Satin Taffeta Ribbons, a ribbon worth 30c, for 30c a yard.  
Printed Warp Taffeta Ribbons, 5 inches wide, worth 60c, for 30c a yard.  
4 inches wide Satin Taffeta Ribbons, all colors, for 12 1/2c a yard.  
3 1/2 inches wide All Silk Fancy Ribbons, all colors, for 4c a yard.  
4 1/2 inches wide Moire Ribbons, in all good colors; special price is 18c a yard for this 20c ribbon.

## No History Like the Sale of These Cottons.

The Sweetser Cottons have come in larger proportions to Cohen's store than perhaps any other of all the buyers represented there. Fourteen cases of Wash Fabrics just arrived, will be on sale Monday.

6,000 yards of Challies, a variety of designs, for 5c a yard.  
Scotch Bourrette Voiles, every shade, that sold for 20c, are 9 1/2c.  
The Mercerized Poplins, selling everywhere in the city for 45c—black, white and colors—30c 25c a yard.  
Silk Voiles and Mercerized Etonnages, 40c to 60c quality, all the colors, including white, for 25c a yard.  
Mercerized Foulards, silk-like, in the new taffeta colorings; has been 30c, price 12 1/2c a yard.  
Linen Scotch Bourrette, imported to sell at 35c, for 15c a yard.  
The most beautiful Scotch Bourrette, fac-simile in style to the handsomest dress goods of this season, that were made for women's suits for street wear, etc., and are now being sold elsewhere at 25c; we have 4,000 yards on sale for 12 1/2c a yard.  
Black French Organdies, satin striped—the Sweetser wholesale price was 18 1/2c; our price 12 1/2c.  
Satin Mercerized Striped French Mulls, in original design of this season, 25c fabrics of this season, for 9 1/2c a yard.  
Mercerized Batiste, in fancy, new effects and entirely novel designs, including all the new colorings, such as champagne and other shades; Sweetser, Pembroke and Company's price was 38 1/2c—our sale price 10c.  
Anderson's Scotch Zephyr Gingham, the regular 25c ones, are 9 1/2c.  
Hendon Lane Batiste, in light blue and pink only, 20c values, for 12 1/2c.  
Embroidered Dotted Swiss—solid colors and printed—newest effects produced this season; never before less than 12 1/2c, for 10c.  
Mercerized Madras, for men's shirts or women's shirt waist suits—the new poplin-like effects, double width, the quality that usually retails for 40c, our price 10 1/2c.  
6,000 yards Printed Batiste, in all the new printings, price 4c a yard.  
The Belfast White Linen Finish Cannon Cloth, imported to sell at 25c, our price 15c.  
Finest Imported Black Persian Mulls, that cost from 25c to 30c, choice 16 1/2c and 19c.  
Flowered Organdies, the regular 25c goods, is sold here for 15c.  
The French Printed Organdies, usually 30c, are 15c.  
Solid Color Organdies, our price was 38c, in cerise, Nile and canary—will be 6c a yard.  
Embroidered Swiss, in striped and figured effects, the always 25c fabric, for 8c.

## The White Goods From Sweetser-Pembroke & Co.

Come to us in solid packages. There is no respect whatsoever for the original cost and not a single yard but what was bought for this season's selling. The sale of this stock has caused greater astonishment perhaps than any other.

French Figured Marseilles, in the new idea light weight, which has sold readily for 25c, is here for 15c.  
French Cord Welt Plique, the same quality that sold all the season for 20c, is here for 12 1/2c.

### Scotch Dimities, 73 1/2c.

The same quality which has always sold for 12 1/2c.  
Fine Pin Checked and Striped English Dimities, imported to sell for 35c to 40c, are 10c a yard.  
Wide India Linon, sold by Sweetser to retail as the best 12 1/2c grade; Cohen's price is 6 1/2c a yard.

Scotch Dimities, mercerized, the lowest price for this newest fabric was 25c; it is here for 15c.  
Swiss, with small seed dot, scarce everywhere at any price—value 15c to 35c, our price 10c to 15c; (thousands of yards to be sold).

6,000 yards of White Persian Lawns at 10c a yard—the same quality usually sold by us for 15c, full double width.  
Paris Mousseline and Wash Chiffon, 2 yards wide, 1/2 grade—the wholesale price 12 1/2c, our price 50c a yard.

2 yards wide Black French Organdies, the quality that cost 60c, 75c and 81c we have made two prices—80c and 60c.  
Oxford Basket Cloth, Etamine and other white fabrics, that sold heretofore up to 18c; choice 6c a yard.  
Mercerized Basket Cloth, 35c was the imported price—ours is 12 1/2c a yard.  
6 inches wide Imported India Linon, the finest 25c quality—8,000 yards to be sold at 12 1/2c and 10 1/2c a yard.  
White Madras, English Corda, Open Lace India and fancy mercerized fabrics, that sold from 15c to 25c—our price 12 1/2c a yard.

### Sale of Nainsook and Long Cloth.

10c a yard will buy yard wide Nainsook, which always sold for \$1.50 a piece.  
12 1/2c a yard for Nainsooks and Long Cloths that sold up to \$2 and \$2.50 a piece.  
5c a yard—White Checked Muslin, that sold at 10c a yard.  
Dress or Shirting Madras, usual 12 1/2c quality, for 8 1/2c a yard.  
French Nainsook that cost 75c for 35c a yard.  
12c White Madras, 7c a yard.  
25c White Shirting Duck, then finish, 15c a yard.

## All the Needed Little Things,

The want of which makes life miserable will be found in our right aisle. Lay in your stock of pins, needles, etc., now while prices are like these:

### Notions.

Sample lot of Featherbone Collars, worth 10c and 15c, choice 5c—all sizes.  
Fancy Ruffle Garter Elastic, every color, worth 20c, for 10c a yard.  
100 gross Shoe Strings, worth 5c, for 2c a pair.  
Pad Front Hose Supporters, all colors, 10c a pair.  
Mercerized Embroidery Cotton, every shade, 2 1/2c a spool.  
Crowley's Spool Cotton, all numbers, good machine cotton, 3 spools for 5c.

### Fans.

Black Spangle Silk Fans, made to sell at 35c, special price 10c each.  
Table of Japanese Fans, all kinds, small and large, worth 10c and 15c; choice any for 5c.  
Sample lot of 50 White Bone Stick Fans, worth \$1.50 to \$2.50, choice 85c each.  
Another lot of White Bone Stick Fans, Gauze Fans, good \$1 value, choice 63c each.

### Veilings.

2,000 yards Hand Embroidered Chiffon Veilings, made to sell at 50c and 40c, all colors, for 10c a yard.  
Another lot of Hand Embroidered Chiffon Veilings, in every shade, made to sell at 50c, 75c and \$1; choice 25c a yard.

### Leather Goods.

9 inches long Black and Colored Hand Bags, plated or strap handle, and made to sell at \$2.25; special price \$1 each.  
Crusted Leather Belts, in all colors, made to sell at 25c, 35c and 30c, choice 15c each.  
Black and Colored Plated String Belts, sold for 15c to 25c, choice 7c each.

### Buttons.

Real Pearl Buttons, made to sell at 10c and 15c, special 6c a dozen.  
100 gross Pearl Buttons, all sizes, for 2c a dozen.  
25c Pearl Shirt Waist Buttons are 10c a dozen.

### Toilets.

70 gross Fine Toilet Soap, made to sell at 5c, for 2c a cake—not more than one dozen to a customer.  
10 gross Bristol Hair Brushes, made for a 25c seller, at 15c each.  
5 gross 15c Whisk Brooms are 10c each.  
Hellebore Talcum Powder, highly perfumed, worth 15c; introductory price 10c a bottle.  
Bring your own bottle and get one-half ounce best 50c Extract for 20c.

## The Glove Trade is Brisk.

Nearly all the trade ought to come to Cohen's if good Gloves and prices is an inducement.

Silk and Lace Mitts that sold from 25c to 45c are here for 5c, 10c, 15c and 10c a pair.  
Women's 25c Lisle Gloves are 15c and 10c.

The new Suede Lisle Gloves, in white, black and colors, 50c a pair.

### On Sale—Special.

51 dozen Double Finger Tipped Silk Gloves, that are always \$1; price is 75c a pair.  
A special sale of Elbow Length Silk Gloves, both plain and lace effects, just one-half their cost—50c to \$1 a pair.

## Great Bargains in Hosiery.

10c a pair—Women's and Misses' Lace Stockings, in black and tan—fine gauze Lisle thread—best 25c quality.  
20c a pair—Women's and Misses' 50c Imported Black Lace Stockings, in all the new designs and styles.

15c a pair—Women's 25c Extra Sheer Gauze Stockings, double heels and toes.  
17c a pair—Women's Fancy 25c Stockings, in stripes and lace effects in Lisle thread.

10c a pair—Misses' and Children's Black Lace Stockings, seamless, sizes 6 to 8 1/2.  
12 1/2c a pair—17c dozen Women's Black Lace Lisle Stockings, the best that has ever been sold at 25c, but a slight imperfection makes the saving.

10c and 12 1/2c a pair—Children's Socks, in white, black, pink and blue, sizes to 7 1/2; there are others for 5c, in pink, blue and white, lace styles, that are sold ordinarily at 10c.

## A Full Sale of Sweetser's Linens

will be offered on Monday. Our entire purchase will be ready. It is not often that the finest Linens are a half gift.

### Table Damask, 59c.

The three double thread—in weight and wear just triple excellence of the ordinary linen sold.

### Linens at \$1.

The best quality full bleached \$1.50 Irish Table Damask ever sold by this house—in open-market designs.

### 2 1/2 Yards Wide Satin Table Damask.

The wholesale cost was \$2.17 1/2, our price \$1.25 a yard.  
Heavy Silver Bleached Table Damask for 50c a yard—the same quality usually sold by us and elsewhere for 60c.  
Full Bleached Table Damask (Union), ordinarily sold at 60c, is 30c a yard.  
Large 3 1/2 Union Dinner Napkins, full bleached, are \$1.35 a dozen.  
Sweetser's price for Linen Doyleys was \$1.10—our price 85c a dozen.  
Other Fringed Doyleys are 50c a dozen.  
Large Dinner Napkins are from \$2.50 to \$5, the wholesale price of which was \$3.50 to \$1.50.  
Large Size Satin Damask Mexican Drawn Towels—Sweetser's price was \$3 a dozen, will be retailed here at 50c each.  
24-inch Fine Pure Linen Birdseye Diaper for 17c a yard.  
Fine Irish Linen Sheetting, the 1 1/2c best grade, wholesale price was \$1.35, our price \$1.25—full 2 1/2 yards wide.  
40 inches wide Cream Furniture Linen, cost 5c wholesale, is 30c a yard.  
24-inch Round Thread Art Linen, 21c a yard, usual price 50c.

## Black and Colored Dress Goods for Now or Fall.

### Black Goods.

Among the Black Goods is the 50 inches wide French Basket Cloth, that has retailed at \$1.50; it is 75c a yard.  
All Wool Black Voiles, the 20c kind, are 25c a yard.  
11 1/2c Silk Warp Black Henrietta for 75c.  
Lubin's French Silk Warp Batiste, always sells for \$1.50, only two pieces on sale—price \$1 a yard.  
4-inch London Cheviot, the 75c grade, for 50c a yard.  
French Voile, 48 inches wide, the \$1.25 value, for 75c a yard.  
The All Wool Mirel that has been 60c can be bought while it's here for 25c a yard.  
And so for dozens of other black fabrics.

### Colored Dress Goods.

All Pure Wool Voiles, in best shades of blue and brown, that sold for 50c, at 25c.  
French Albatross and Batiste, full double width, in all colors, for 20c.  
Novelty Mohair Etonnages, 25 inches wide, regular 5c quality, for 45c.  
6-inch Mohair Brilliantine, best shades of blue, brown and gulf metal, regular 7c goods, for 50c.  
Cream Electric Cloth, made of silk and wool, regular \$1 goods, for 45c.

## The Department of Laces

has received lots that are the greatest temptation. French, English and German Vals, in every width, including match designs. Despite the scarcity everywhere, we sell them 40 per cent. below their usual price.

230 pieces of Platt Val. and Point de Paris Laces, wide edgings and insertings, from the Sweetser auction—50c and 12 1/2c the retail price, these are 5c a yard.  
15c and 25c a dozen—Val. Laces that are over an inch wide.

40c and 50c a dozen—Val. Laces that usually sell for 85c.  
75c and 85c a dozen—Val. Laces that usually sell for \$1.40 to \$1.50.

Let of Cluny Insertings for dress trimmings will sell for 10c a yard.  
There are Laces at 10c and 5c a yard that we guarantee will wash perfectly and will wear equal to hand-made lace.  
Net Top Laces, 15c, 25c and 35c a yard—a third under usual value.  
Allover Laces that should be 50c are 20c; others 50c and 75c that it is astonishing to see under 85c to \$1.25.

## The Sweetser Embroideries

will be on sale Monday. Hundreds of yards of wide Embroideries, that cost up to 75c, will be on sale for 25c a yard.

See the Embroideries for 5c, 7c, 9c and 12 1/2c.  
There are thousands of yards of Embroideries on sale which you must pick for yourself.

Some are 35c and 50c; the original price was up to \$1.25 a yard.  
There are Allover Embroideries from 30c to 95c, and not a piece among them which is not worth double.

## Cohen's Provision For the Infants

receives favorable comments from all that visit the department; besides, the elaborate display of everything there is a price inducement that quite often holds its patrons spell-bound.

Most Beautifully Trimmed White Muslin Caps, that should be 35c, are 19c.  
See the best cap in town at 6c and then search through this lot for 25c.  
There are some caps at 35c that should be 41c.  
Boys' and Girls' Hats, pique, muslin, mull and chiffon, 50c to \$1.

### Best \$1 Dress for 69c.

White muslin, embroidery trimmed. Long and Short Dresses for 20c, perfect sewing and good material.  
Children's Dresses up to \$5. The dearest among them will save you at least 25 per cent. of the prices charged elsewhere.

## Fine White Goods in Short Lengths.

7 3/4c a yard—Yard Wide Soft Finish English Long Cloth, in lengths to 14 yards, the grade that sells for \$1.25 a piece.  
10c a yard—Fancy Stripe Madras, Figured Marseilles, India Linon and Dimities—about 1,500 yards, all 12 1/2c to 19c values.

10c a yard—15 inches wide Persian Lawns and Wash Chiffons that are 35c to 60c grades.

15c a yard—2 yards wide White Organdies, the best grades that should be 25c to 40c.

4 1/2c a yard—Plaques in the poplin weave.

### Children's Underwear.

7c each—Children's 12 1/2c Vests, full bleached and trimmed, in all sizes.  
10c each—Misses' Vests, taped neck and arms, trimmed with tureen lace insertings.  
15c each—Infants' Gauze Ribbed Wrappers, Vests, high neck, long or short sleeves.

### Lap Robes, 39c to 65c.

The Linen Buggy Robes, in plain and fancy designs, instead of 75c to \$2, are here for 30c to 65c; they are all pure linen.

## The Sale of Silks

Has been a surprise to the Richmond public. The Sweetser-Pembroke & Co. stock continues to come in. Every day shows new half-price stuffs. On sale Monday

### 150 Pieces New Silk Mulls.

In white, black and colors. The 60c ones are 25c and the 25c ones are 10c.

### 21 Pieces White Wash Silk.

Pure Silk and hand loom; price 21c a yard.

### 14 Pieces Pompadour Net.

Exquisite in dress and design; the usual 75c ones are 50c.

### Princess Crepe de Chine.

In the various light colors, always 60c; some of the embroidered ones were 75c; choice 20c.

### 20 Pieces White Silk Or-gandy.

In new stripe effect; the best price has been 60c, for 25c a yard.

### Print d Foulards.

All silk, in small shirt waist designs, recommendable wear—price 25c a yard.

### Black Silk Louise.

The best 35c value usually to be had anywhere; price 10c.

### Corded Wash Silks.

All of them 20c a yard.

### 13 Pieces Black Silk Duck.

Perforation and water proof, 55c a yard.  
Lot of Black Hani Loom India Silks, the 4c quality, for 2c.

### Black Pongees, 50c.

Most perfect wearing silk known—Lyons dye—instead of 85c is 50c a yard.

### Sale of Black Taffeta.

14 pieces of 27-inch, pure dye, \$1.50 was Sweetser's special price, ours 60c a yard, 18-inch Black Taffeta, pure silk, 55c a yard.

### Black Grenadines.

All of them double widths—33 pieces to be sold—prices have been 85c to \$1.50 a yard, our prices will be 65c to \$2.25.  
\$1.25 Black Taffeta, 75c.  
36-inch Corsica Taffeta, lustrous crow black, \$1.25 value, for 75c a yard.

## The Largest Muslin Underwear Sale Ever Made in Richmond.

Thousands of dozens and no description can be given of half of them. An entire aisle way on the second floor is ready for your inspection at prices that are a little short of a gift for more than the sewing. These goods are all high-grade and originally made for one of the finest retailers.

### Gowns at 98c.

Will be found in every variety of the newest style for summer wear, that cost \$2; extra sizes among them.

### Gowns at 59c.

Here you will find the most superior of every description that can be bought elsewhere for 85c.

### Gowns at 38c, and 44c.

will be found that are the best ever sold at 50c to 55c elsewhere.  
There are other gowns, of course, from the lower price up to \$2; the latter were to have sold for \$3.50.

### Skirts at 86c.

The same that we have been bragging on all the season at \$1.25, and were less at that price than any in the city.

### The 98c. Skirts.

A dozen styles to choose from; the least priced one was to have sold for \$1.49; the rest are valued at \$2.19.  
There are other Skirts at \$1.25 to \$5 that were to be priced to \$8.

### Hundreds of Dozens of Corset Covers.

Whatever new style there is may be looked for.  
25c and 50c buys Corset Covers that are always 50c to \$1.

There are a dozen prices, from 60c to \$1.25, and all at near half their cost.  
Elaborate Lace Trimmed Skirts, 68c, umbrella ruffles, good cambric and perfectly sewed.  
75c buys Skirts in a half dozen styles, in embroidery or lace trimmed, that are unmatchable under \$1.25.

### Drawers at 19c.

A variety of styles, well made, trimmed with larches and larchettes—tucks—not the price of the sewing.  
25c a pair—All the Drawers of every description that were made to sell at 50c; others are 25c and 44c a pair, most of which are much over half their cost.

### Children's Drawer Bodies

A lot of the best Cambric, that we usually sell at 25c, are 10c each.  
Children's Drawers, trimmed at bottom, 12 1/2c a pair.  
Children's Night Gowns—Mother Hubbard yokes—sizes to 14 years, 30c each.

## Shirtwaist Time Has Come.

White Lawn Waists, twelve tucks and hemstitched plaits, tucked collar, well sewed and perfect fitting, for 25c.  
25 Manufacturers' Sample Waists, some cost as high as \$7; the least price among them was \$4.25—choice of the entire lot, \$1.98.

50c and 55c—Waists, stylish and new in effect, the hemstitching appears to cost more—one of the prettiest \$1 waists ever sold.

### One Great Lot of Waists to Be Sold at 98c.

More than one dozen different styles—all sizes in any—tailor-made linen waists, lawn waists, medallion trimming, black lace trimmed, mull waists, silk and mercerized waists; it would be easy to sell any of them at \$2.  
There are dozens of styles of all kinds of waists from 50c to \$3.50—a good many of them at special prices.

## Sale of Bathing Suits

will make a new price record.

The goods were made for a Philadelphia retailer, who for some reason cancelled his order. The price concession is one-third off for the best manufacturer's Suits.  
Bathing Suits, with large braided sailor collars, \$1.75.  
Mohair Suits, black or navy, fancy collar, \$2.05.  
Brilliant Suits, with white mohair trimmings, \$3.05.  
Suits of mohair poplin, \$5 to \$12.50.

### Sale of Made Skirts.

\$1 Duck Skirts, navy, with white polka dots, seven gored, inverted plait bottom, finished with buttons, 30c each.  
Plaided Mohair Skirts, black and colors, best \$5 skirts of the season, \$3.50 each.  
The new French Panama Skirts, in latest designs, \$3.75 values, for \$5.

All Wool Thibet Walking Skirts, black or navy, \$5 ones for \$2.50.

All Wool Voile Skirts, black or navy, \$2.95.

15c Heavy Welt Pique Skirts, full flare, deep hem, 95c.

Pure Linen Skirts, nine gored flare, lapped seams, \$1.95.

### A New Line of Travelling Coats

have made their appearance this season. They are all well made and economical in travelling. They come in cotton fabrics, linens, mohairs and bourettes. Prices from \$5.75 to \$18.

Prestley's Cravenette Rain Coats, in every shade and style, at reduced prices.

### Kimonas and Sacques

In all the latest novelties, now 50c.

Lawn Wrappers, in neat designs, 75c.

## It's Easy Shopping in Cohen's Basement.